NEWS

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Vol. 8 • UNDERWOOD ELLIOTT FISHER COMPANY • No. 2

Modern Magic

by C. H. W. Ruprecht

MEN move mountains, bridge rivers, build cities . . . and salesmen follow close on the heels of engineers to pick up fresh trails to new business.

Yes, salesmen are men who sell —and every one of us has something to sell. How we sell our skill, talent, service or commodity is important.

Stop selling and the wheels in the plant will stop running. Slacken the pace and you slow down the march of civilization. Increase sales and you increase production, distribution and utilization momentum, thereby improving the standards of living . . . and working. Working constructively is nothing less than living objectively.

The trouble with most "salesmen" is they never wake up to the relative importance of their selling jobs. With some of them, the romance "after the sale" is obscured by the fears of the immediate present. The main objective is subordinated.

These fellows pass across the scene quietly and are soon forgotten, because they rarely ever aspire to goals above the level of thoughtless routine.

The tale is told of a salesman who deliberately conceived a brazen thought. He would revolutionize his firm's sales, by utilizing a sales technique which would make the selling job easier, with less rushing hither and yon after elusive prospects. He would apply some "Modern Magic" conceived in the brains of theoretical professors of sales psychology and simplify the work of selling, elevating the effort to a science or universal formula!

So, he began to plot and plan . . . and after weeks of "getting ready to begin to commence", one afternoon his boss missed him; the man with the big idea was not at his desk.

His plans and letter ideas, his plotted telephone approach, his psychological analysis studies, nothing was on his desk. At closing time he was still among the missing.

The next morning, well on to eleven, the salesman's boss was surprised by a telephone call from the absentee—and shocked by the news that his sales psychologist had taken to the field and landed a nice order.

The "Modern Magic" worked—by conclusively demonstrating to the budding sales psychologist that there is no substitute for Personal Contact in planning and closing sales, except more Personal Contact.

The man in the ring can make up his mind to fight another round. If he doesn't pack a punch and know where to land it, he can still hang on and be outpointed. But when he substitutes ethereal hypnosis for leg work, he's sunk.

Believe it or not, salesmen are men who make contact . . . and sell! And there is no one more likely to buy than an eye-to-eye prospect.

So, he began to plot and plan

NEWS

Vol. 8 No. 2

Family Magazine of the Underwood Elliott Fisher Company, Published at One Park Avenue, New York, N. Y.

Andrew Cerruti . . . . *Editor*

A Message from President Wagoner

This issue of our family magazine announces another milestone in UEF progress—the new, streamlined and completely Electrified Elliott Fisher Accounting and Writing Machine.

Like all milestones of creative progress, the new Elliott Fisher, with the Electric Keyboard, is a truly notable achievement. I am grateful to each and every person who has had a part in bringing this newest UEF product to a successful conclusion.

Representing a distinctive contribution to new ease and speed of accounting production, the new Streamlined Elliott Fisher brings to a wide variety of industries a new conception of accounting production and a convincing demonstration of our traditional ambition to "Speed the World's Business".

I am confident that the engineers of the UEF General Research Laboratory, as well as the entire selling organization, will continue to anticipate the needs of modern business so that industry and the general public may continue to harvest the fruits of the notable achievements of UEF research and development.

Philip D. Wagoner

Vacation In Retrospect

To the fields and streams, to the mountains and resorts, to the quiet hamlets tucked away in road-side farms, each one of us followed our own inclination—and the vacation season is all too quickly behind us.

Then there were some "stay-at-homes" who found rest, genuine relaxation, in their every day environments.

Whatever were our plans for vacation, wherever we spent the period of rest or rehabilitation, of this we can be sure: A vacation is practically wasted unless we can preserve from it a few comforting and inspiring recollections —mind pictures that we bring back with us to spice our every day experiences.

The memory of a waterfall plunging down the mountainside; the vision of a peaceful brook wending its way through a shaded arbor which was for a day your uncontested domain; or the recollection of a glorious landscape at sundown—any one or all of such truly inspiring snatches from the mind's-eye-view of your vacation panorama to sweeten the days, now that you are back at your desk or machine.

In the lives of many people, vacation is a big event—and it should be! To look forward to vacation is indeed a joy. But what do we see in retrospect?

It all depends on what one brings back—the rewards—the benefits—the compensating satisfaction of a vacation well spent . . . the memories that will live beyond a fortnight, the mental pictures that will brighten the cloudy days ahead . . . the actual realization that you are a wee bit better person to live with—and work with—a happier, healthier and more considerate individual.

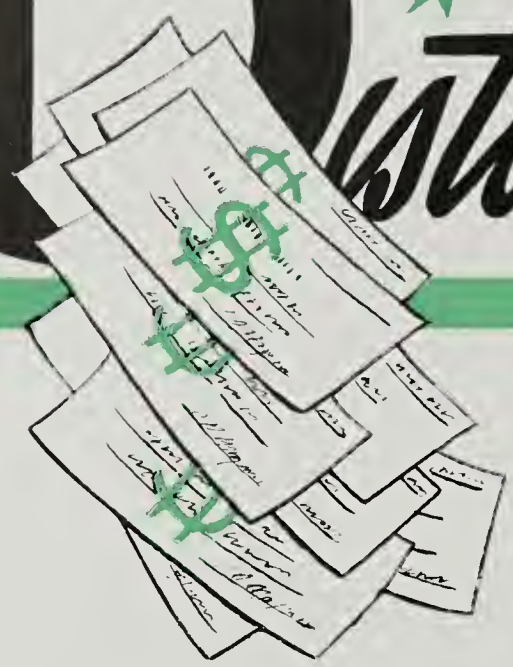
And whatever brings about the transformation is certainly a big event.

Now, for an inside tip, direct from the scribe's sanctum, without blessing of a censor: That's exactly what vacations are for—to find change, to get away from ourselves and our everyday routine . . . and to come back refreshed—for the days ahead.

The American Way

We are hearing a great deal these days about turning back to the precepts upon which our freedom was established. Whatever the individual view, whatever the political creed, all that can be said in the final analysis must be found in the conscience of the individual. As a man thinketh, so is he. How he votes is his business, as long as he follows The American Way.

Distinguished Service



to be Rewarded with Our President's Checks in the 1940 Reward of Merit Contest, from SEPTEMBER 3rd to DECEMBER 31st

WITH a flying start, the 1940 Reward of Merit Contest—now an honored tradition with our organization—was launched on September 3rd, 1940, under the influence of definite achievements and conditions which make for renewed faith and greater sales opportunities.

In a letter to the field, President Wagoner expressed the hope that every salesman on the firng line would earn one of his personally signed Reward of Merit checks. The entire organization joins in this sincere and encouraging expression of faith and hopeful accomplishments.

With business on the upswing the stage is set for a brilliant demonstration of aggressive sales action, with a more impressive line than has ever been offered by UEF.

This Reward of Merit Contest not only gives you a splendid opportunity to boost your sales results but added incentive in President's Checks, each month and at the end of the contest, December 31st. More than this, it provides for "Extras" after you have reached your quota.

• • •

Quickened Business Pace

FROM President Wagoner's letter to the field we quote this heartening and inspiring statement: "The quickened pace of business indicates 'full speed ahead' immediately after Labor Day and the opening of the 1940 Contest at that time is an additional incentive to get away to a good start"—a real opportunity to wind up the year in a blaze of glory!

"It is my earnest hope that your achievements will permit me to have the pleasure of sending each and every one of you a REWARD OF MERIT."

• • •

Schedule of Awards

AWARDS—and plenty of them—are waiting for every man on the sales force—and four consecutive months to register gains, with a whirlwind wind-up at the year's end. A Reward of Merit check will go to the men who qualify as follows:

Every Machine Salesman who makes at least 100% of personal machine quota;

Every exclusive Supply Salesman who makes at least 100% of personal supply quota;

Every Sales Agency that makes at least 100% of its agency quota.

Checks will be paid for each month during the Contest to all who qualify, as specified, as follows:

September . . .	$12.50
October	12.50
November . . .	12.50
December . . .	12.50

Every Machine Salesman and exclusive Supply Salesman who qualifies for membership in the 1940 All Star Salesmen's Club will be paid, *in addition to the above*:

For 100.0%-124.9% of quota .	$50.
For 124.9%-149.9% of quota .	75.
For 150.0% upward of quota .	100.

Every Branch Manager who makes at least 100% of the accumulative machine and supply quota of his office, for the last four months of the year, will be paid . . . . . $75.

• • •

These Simple Conditions Govern the Awards

PRIZES will be awarded on the basis of performance as shown by the General Office Official Sales Record figure, as follows:

Typewriter and Supply Divisions—Sales billed during the period of the contest will count.

Accounting and Adding Machine Divisions—Orders received and accepted at New York during the period of the contest will count.

Cancellations reduce sales billed or orders received on the date the request for credit clears through the General Office records.

The $75.00 check will be awarded to Branch Managers in charge of offices the sales of which meet the requirements, provided they have been Branch Managers of winning offices for at least one month prior to December 31.

All checks for awards won will be mailed as soon as figures are compiled after the close of the Contest, December 31, 1940.

THERE'S SALES PUNCH IN THE Electrified Elliott Fisher with the Electric Keyboard

By W. F. Arnold

Another glorious feature is added to the many advantages of the world's most distinguished accounting and record-writing machine . . . Elliott Fisher—redesigned in the modern, streamline tempo . . . Elliott Fisher *with an Electric Keyboard!*

From the viewpoint of the user or prospect and from the viewpoint of the accounting machine salesman, what does the electrification of the Elliott Fisher mean? Boiled down to fundamentals, a summary of the new and distinctive advantages, directly traceable to complete electrification, are:

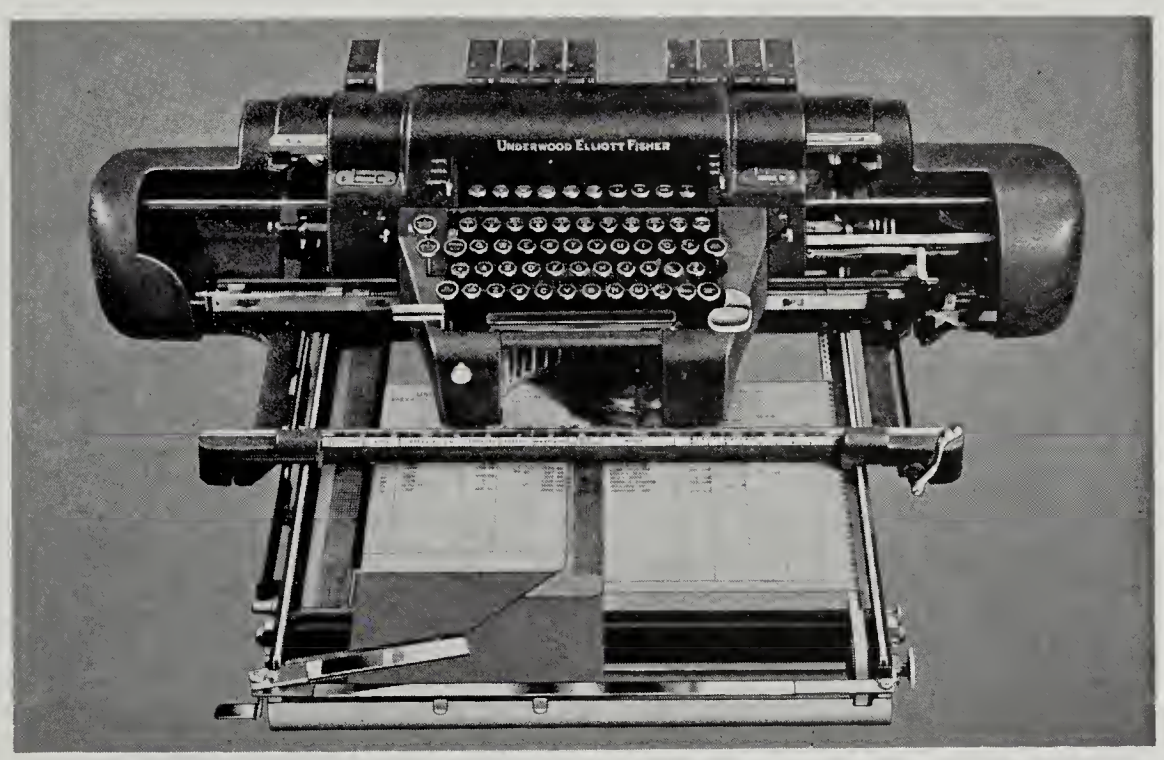
- New Production Speed with less effort;
- New Ease of Operation with sustained increased production, without fatigue;
- New Manifolding Power with great legibility on as many as 20 copies;
- Amazingly Uniform Typing, because of Electric power rather than Finger-pressure behind the key stroke—uniform pressure with adjustment for any printing character in the keyboard by a Mechanical Dual Stroke Control.

These are but a few of the high-spot features. In the announcement broadside folder forwarded to the field, a complete listing of features is given. Likewise, in a striking three-piece direct-mail campaign (which will also be used as sales promotional material) the many distinctive advantages of the Electrified Elliott Fisher are listed and graphically presented. This Electric Keyboard Direct-Mail Campaign will be ready for mailing in October and will be first directed to thousands of our friends, Elliott Fisher users.

Rarely is such a splendid sales opportunity made available to the accounting machine salesman . . . rarely is such a fertile market unfolded as with old Elliott Fisher users whose equipment is now outmoded and ready for replacement.

Every salesman should check through his list of users and strive to contact every one of them to arrange demonstrations of the Modernized Electric-Keyboard Elliott Fisher —the Faster, the Simpler, the More Flexible and Easier Operated accounting machine—*electrified!*

Even before the Electrified Elliott Fisher was announced to the public, many sizeable orders have been received. Immediately after its Preview Unveiling, at some of the branches, enterprising salesmen got busy among their users and prospects, with almost instantaneous sales results.



With many Elliott Fisher users—firms already sold on Elliott Fisher and whose methods and forms are primarily adapted to Elliott Fisher—it will not be hard to do a swell selling job. They know Elliott Fisher and will be delighted with the New Speed and New Ease of Operation of the Electric Keyboard models.

As the first step in a country-wide sales activity every Elliott Fisher user should be contacted and made familiar with its new and modern advantages. The factory has tooled up for big volume production on all models, and deliveries will be stepped up to a lively demand.

Now is the time to approach all prospects considering a modernization of accounting and record-writing methods—an acceptable time—because you can present a truly modern accounting unit

Modern in Speed
Modern in Accuracy
Modern in Ease of Operation
Modern in Economy
Modern in Automatic Features
Modern in Design

When finger-power is supplanted by Electric Power and practically tireless operation, you can be sure that every Elliott Fisher operator will be fascinated by the marvelous ease in operation of the new Electrified Keyboard models.

To actually experience (and know) the basic principle of this Electric Keyboard operation is to marvel at the tremendous advance of uniform powerized key-action as against variable finger-power operation.

Get out your Announcement Folder on the New Streamlined Elliott Fisher with Electric Keyboard. Study its many features. Then circulate among your Elliott Fisher users and prospects, flashing on them the "news" of the greatest development in a decade in the accounting machine field . . . because there is a lot of sales punch in the Electric Keyboard of the New Streamlined Elliott Fisher.

Introducing The New Elliott Fisher

AN INTERVIEW WITH ALFRED JENSEN ON THE CROSS-COUNTRY UNVEILING OF THE NEW STREAMLINED ELLIOTT FISHER WITH THE ELECTRIC KEYBOARD

With an itinerary of almost six months of constant application to the unveiling of the new Elliott Fisher, ALFRED JENSEN *contacted District Managers, Branch Managers, Assistant Branch Managers and Salesmen throughout the country.*

FROM Bridgeport Works came the news—the Electric Keyboard Streamlined Elliott Fisher was a reality. Demonstration models were ready and the plant was tooled-up for "big-time" production.

Highspot in the achievements of 1940, the Electric Keyboard marked the dawn of a new era for the company . . . and the birth of new responsibilities for the Accounting Machine Sales Division.

Only the initiated can appreciate the big job of launching the Electrified Elliott Fisher in a wide-spread market. From coast to coast the field force must be quickly contacted; literature must be planned and produced; itineraries embracing a number of strategic points must be prepared for what was happily called the "unveiling" and arrangements accordingly made for the Announcement Meetings.

On paper, the itinerary looked formidable . . . planned meetings which embraced contact with all District Managers, Branch Managers and Assistant Branch Managers, Accounting Machine Salesmen and in many instances the salesmen of Typewriter, Adding Machine and Supply Divisions.

Like the plotting of a travelogue extending through country-wide areas, with field studies at every point of contact, the introduction of the New Elliott Fisher with the Electric Keyboard was carefully outlined, for effectual presentation at each point of the circuit and rapid travel to each succeeding point of contact. Practically every known means of transportation and communication were brought into play.

Beginning at New York, on March 20th, the Announcement Meetings were started, with the Newark group participating. The next day at Boston, a full flare of inquisitive curiosity was quickly transformed into a wave of enthusiasm as the New Englanders witnessed the unveiling of the Electrified and Streamlined Elliott Fisher at the Boston Business Show.

On the cross-continent Announcement Meetings—at Harrisburg, Pa., where the Allentown and Baltimore groups witnessed an impressive unveiling.

Next in line was Hartford, on April 19th, with an unveiling that sounded the depths of interest with many of our Connecticut aggregation.

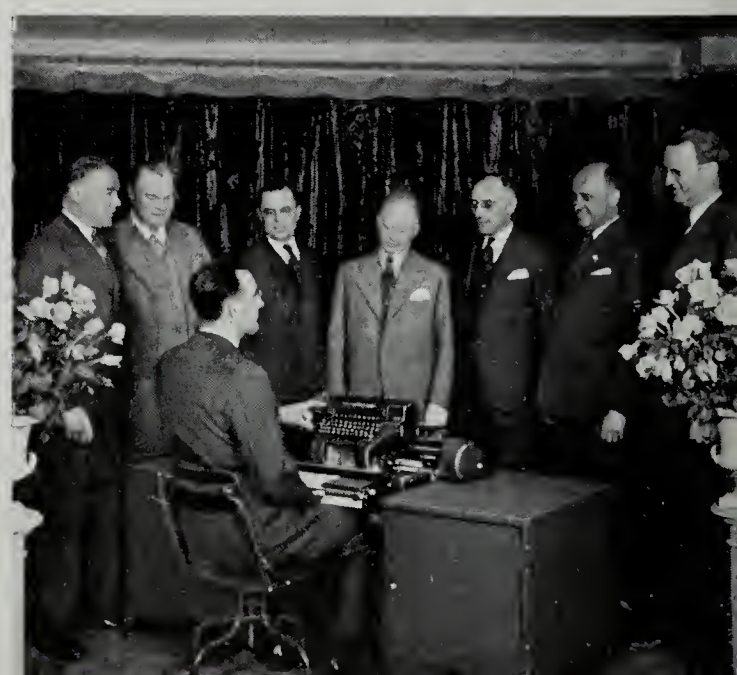
• • •

Washington (seat of great sales activity) soon followed . . . with Pittsburg and outlying offices the day following the Capital announcement meeting.

Then on, over-night, to the city of brotherly love. The Philadelphians' first glimpse of "EK" was more than a pleasing revelation for it marked the end of the first leg of the cross-country journey.

On April 29th, the Electrified Keyboard made its bow to the Chicago aggregation, whose joyous ranks were swelled by a vanguard from Milwaukee. After a day long session the thread of the "EK" tour of unveiling led to Detroit, where, on the 30th, representatives from Flint, Lansing, Saginaw, Grand Rapids, Kalamazoo and Toledo gathered for the baptism of the new arrival; to the everlasting glory of the Michiganders, they snapped to attention like a bevy of first nighters, all eyes and ears, at the "EK" premiere.

On May 2nd, the trail led to Minneapolis and St. Paul . . . thence to the grain country and a stop off and



LEFT—*The Nashville presentation with Southern District and Branch Managers joining* ALFRED JENSEN (*left*) and GEORGE LONGUEVILLE (*extreme right*) *in an enthusiastic meeting.*

RIGHT—GEORGE LONGUEVILLE *operates the New "EK" at the San Francisco meeting for a representative sales group, with Pacific District Manager, Branch and Assistant Branch Managers in attendance.*

one-day stand at Kansas City, marking the completion of the second leg of the journey with a splendid meeting, on May 6th, at Cincinnati which the Louisville group attended.

The program continued with an enthusiastic Announcement meeting, on May 22nd, conducted by W. H. von Hacht in the Southern District—ringing the bell at Jacksonville, with representatives from Tampa, Miami, Orlando and Gainesville in attendance.

The Pacific District Meetings conducted by Mr. Jensen began on May 20th at Seattle, Wash., with representatives from Mount Vernon, Auburn, Yakima, Tacoma and Olympia. Portland, Oregon, Spokane, Wash., and Butte, Montana groups attended this preview presentation of the New Electrified Elliott Fisher.

Continuing, May 23rd, the light of day was falling on the New "EK"

When Cleveland braves gathered in a smiling group with representatives from Youngstown, Buffalo, Columbus and Akron, there was a distinct spirit of enthusiasm.

in far-off California—San Francisco, Oakland, Fresno, Monterey, San Jose, Santa Rosa, Sacramento, and Stockton men getting their first glimpse of the newest member of our illustrious family, with the trails of interest spreading, under the same day's sun, to Denver and Salt Lake City groups.

A memorable day—May 27th—with a number of groups of stalwarts gathered around the New Electrified and Streamlined "EK"—Los Angeles, Santa Barbara, Ventura, San Diego, Phoenix, Arizona and El Paso, Texas. Another interesting group meeting was launched by W. H. von Hacht in New Orleans, where representatives from Baton Rouge, Mobile, Hattiesburg and Jackson were introduced to the faster and easier operated "EK".

Next in line came Providence on

In a blaze of genuine interest the Detroit and Toledo groups assembled for the unveiling of the new Electrified Elliott Fisher—with 100% cooperation.

June 3rd, under the direction of M. W. Thayer. On the same day Mr. Jensen conducted a meeting at Houston, with representatives from San Antonio, Beaumont, Austin, Corpus Christi and Lake Charles. Simultaneously, the accounting machine forces of Dallas, Oklahoma City and Tulsa were introduced to the newest features and the newest developmnt in accounting machines.

On June 7th, in a blaze of rapid-fire unveilings, a broad segment of the Southern District was covered—Nashville, Chattanooga, Knoxville, Kingsport, Atlanta, Birmingham, Memphis and Little Rock.

On the last leg of the cross-country Announcement Meetings, the men at St. Louis, Green Bay, South Bend, Fort Wayne and Indianapolis were contacted. Following promptly was a meeting at Cleveland, with representatives from Buffalo, Columbus, Akron and Youngstown. These latter meetings were conducted during June.

Other enthusiastic Announcement Meetings were conducted at the following points:

Charlotte, N. C. on July 1st—attended by representatives from Columbia, S. C., Raleigh, N. C., Greensboro, N. C., and Richmond, Va.

Harrisburg, Pa., embracing men from Allentown, Pa., Reading, Pa., Scranton, Pa., Wilkes Barre, Pa., and Baltimore, Md., on July 3rd.

On August 13th a meeting was held at Syracuse, N. Y. attended by Albany and Rochester forces.

New Haven, Conn., on August 15th, in which representatives from Springfield, Mass., and Portland Me., participated.

Des Moines, Iowa, on Sept. 24th, attended by representatives from Davenport, Iowa, Omaha, Neb., Rockford and Springfield, Ill.

Toronto, Canada, on Sept. 27th and 28th.

En tour, many pictures of the various Announcement Meetings were taken. Time and space permit the reproduction of only a few in this issue.

After the unveilings alert accounting machine salesmen promptly contacted logical prospects, with the result splendid orders were received and many interesting negotiations are under way.

The cross-country introduction of the New Electrified Elliott Fisher was a very edifying experience. The success of the meetings is in large part due to the splendid cooperation of District Managers, Branch Managers and the entire field force.

In Los Angeles the Electrified Elliott Fisher was enthusiastically received by a splendid group including men from San Diego, Phoenix and El Paso.

New Horizons

by ALFRED P. SLOAN, JR., *Chairman* General Motors Corp.
Reprinted from the May, 1940 issue of Mill and Factory

HIGHER standards of living, increased employment, new investment opportunities, as well as broad advances in our general social and economic well being, have come about as we have been able to improve and extend the production of useful goods and services.

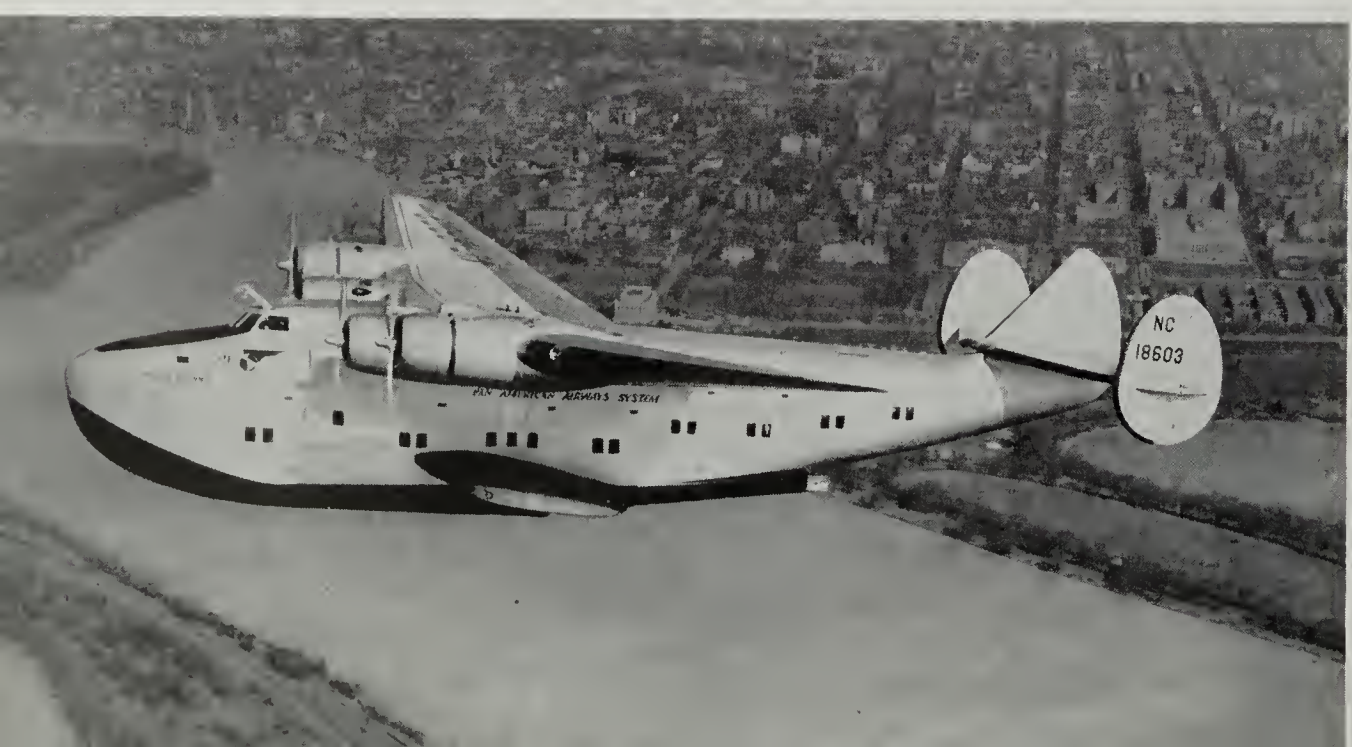
In the past two or three generations, we as a people have been able to supply the needs of a population that has increased sevenfold inside of a century. More than that, we have trebled our income per person, by increasing by three times the per capita supply of goods and services available for use. This growth has been cumulative with each new invention, each addition to our fund of scientific knowledge, each new application of industrial research, opening the way to still more important findings and still wider benefits. Since 1900, for instance, our technological progress has exceeded that of all previous periods combined.

This progress has persisted in spite of depressions and other interruptions, which have always been followed by revived activity that carried us to new high planes of living. And our greatest strides in providing more things for more people have been made at a time when the influence of the geographical frontier upon our national economy was steadily dwindling. Instead, it has been from industrial research and advancing technology that our rising scale of living and the consequent increase in opportunity have evolved.

The search by industry for new products and new processes is greatly stimulated in times of a depression and in these last depression years there has been emerging from industrial laboratories and scientific workshops everywhere a flow of new products and new processes whereby, by bringing products, new and old, within the reach of more people, more job opportunities are created along with improved standards of living.

News of new activities and new possibilities have come in from virtually every field of endeavor. In air transport, for instance, it is apparent that we have just entered upon an era of vast opportunity and growth. Trans-oceanic mail and passenger flying has already achieved the status of routine schedules, carrying new social

Trans-oceanic and passenger flying has already achieved the status of routine schedules, carrying new social and commercial benefits everywhere . . . and still greater safety!



for Enterprise

From research have come new Diesel-powered locomotives to speed up service and reduce costs.

and commerical benefits to peoples everywhere. Research progresses in further instrumentation for air navigation, in the study of stratosphere flying, in additional devices for two-way communication and still greater safety.

From research have come new Diesel-powered locomotives to speed up service and reduce costs. Improved types of roadbed, the increased use of air conditioning in passenger trains, high-speed, light-weight equipment, traffic control systems permitting faster freight schedules, studies in fuel economy and many other developments indicate a bright future for the railroad—the backbone of our transportation system.

The science of synthetics, through which new substances are brought into being from coal, milk, cotton, wood, from water and the elements of the air, seems to broaden with each forward step. Plastics, a growing family of chemically-created materials, are finding hundreds of new uses in industry and the home, promoting job opportunities all along the line from the raw material to the sale of the finished product. Synthetic fibres make possible textile filaments and fabrics with entirely new characteristics, more durable and with wider utility than any now in general use.

Similar industrial developments are taking place in communication, just now pioneering in television and facsimile reproduction by radio; in metallurgy in the production of new alloys; in the field of health with preventive medicine and food preservation; in the production of new types of power and light; in farming, through studies in plant culture and experiments with low-cost implements. Our building industry looks forward to the introduction of still more effective construction materials and revolution in processes of house fabrication. In a multitude of activities intimately affecting our lives and our living, the application of science and scientific techniques is creating new areas for constructive work.

Our building industry looks forward to the introduction of still more effective construction materials.

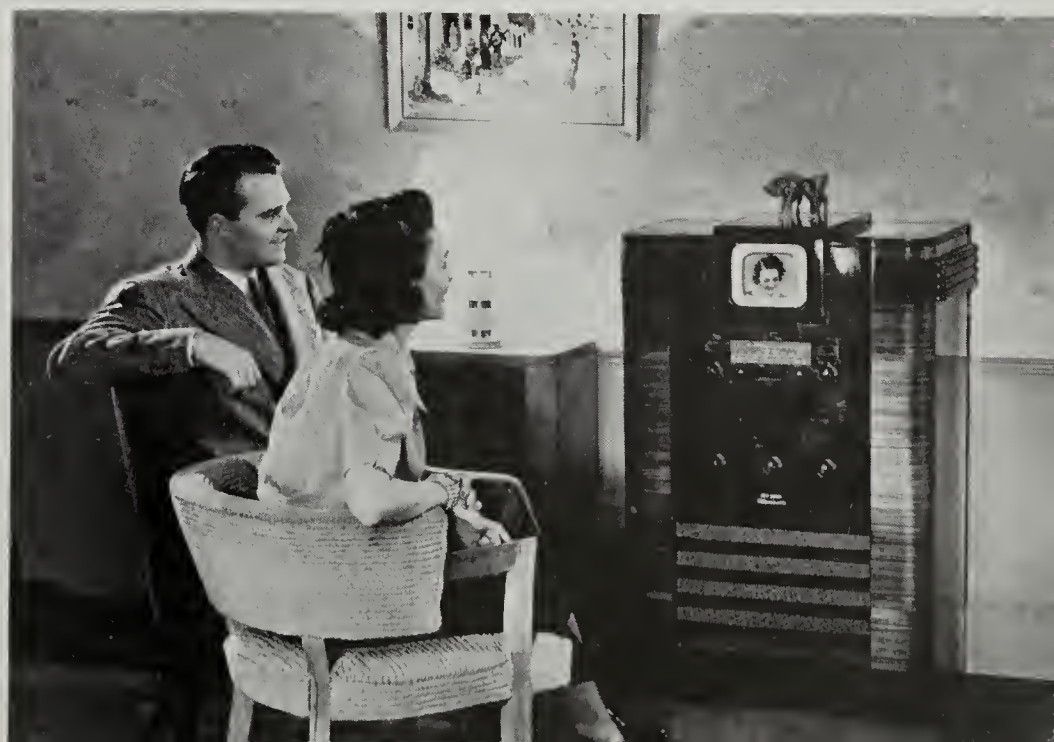
Too much have we had forced upon us the descending spiral of events that led to depression lows and too little the fact that there are effective and powerful forces which, set in motion and given freedom to act, will build an ascending spiral leading to new levels of prosperity and progress. There has not yet been found any substitute for continuous and laborious industrial research as an instrumentality for the production of better values for customers and the promotion of new job opportunities.

With this constant striving for more and better products at lower cost, the horizons of enterprise were never broader than they are today. New knowledge and new skills have opened up fields of possibilities little dreamed of even a decade ago.

Defeatism Can Be Licked!

Plastics are finding hundreds of new uses in industry and the home, promoting job opportunities . . . (phenol formaldehyde spools)

Industrial developments are taking place in communication, just now pioneering in television and facsimile reproduction by radio



Canadians Beat the United States In 14-Day Typing Marathon, Proving Underwood Speed and Stamina

CANADIAN determination, team-work and typing skill had pounded their way to a decisive victory over the United States when, after 14 days and nights of incessant key-tapping, the last of more than 3,300,000 words was written in the 1940 International Typewriting Marathon at the Canadian National Exhibition, August 23rd to midnight of September 7, 1940.

Leading from the Marathon's very start on August 23rd, the Canadian National Typing Team consistently outwrote the American twelve in both speed and accuracy. They thus recaptured the Canadian National Exhibition Trophy won by the Yankees in 1939 and took possession, for one year, of "The Cromwell Cup for Supremacy in International Typewriting" which was donated for the event by JAMES H. R. CROMWELL when he was U. S. Minister to Ottawa.

Taking turns 24 hours daily at the keyboard of a single Underwood Machine and transcribing H. G. WELLS' 431,038-word "Outline of History", the Canadians knocked out 1,706,781 words during the Marathon's 324 hours, made 52,034 errors and emerged with a net score of 1,654,744. Their American opponents, similarly relaying a second Underwood typewriter, produced 1,598,133 words, were penalized 60,425 errors and scored 1,537,708.

Both teams went thrice completely through the 1,170 page Wellsian tome, the Canadians ending its fourth re-writing on page 1124, the Americans on page 824. The winners averaged 87.7 for each of the 19,440 minutes of writing, the Americans 82.2 words, both of which were said to be highly creditable speeds for "average" typists when the copy's difficulty was considered. These rates compared to the Americans' winning 1939 speed of 82.1 words per minute and to the Canadians' 80.2.

His Worship Mayor RALPH C. DAY *congratulates* MOLLYE ROSENTHAL, *of Memphis, Tenn., member of the United States National Typing Team, before presenting her participant's medal to her.*

Although writing in an alien language, Ubald Lamontagne, sturdy French-Canadian representing Quebec, was the individual star who won most applause from the 150,000 spectators the Marathon attracted in its two weeks. He outsped all 24 contestants with an average 100.1 words per minute for the 27 hours he was at the keyboard of the Canadians' typewriter, turning in 165,043 gross words with 5,309 errors for a score of 159,734. He also claimed the best quarter-hour net score, made on the Marathon's first Wednesday, of 1708 words, 34 errors and 1674 net.

Second to him, and far ahead of the United States National Typing Team, was its captain, Mrs. Helen Wiedwald, of Cleveland, Ohio. She averaged 99 words per minute for her 27 hours of writing and turned in a number of thrilling quarter-hour performances the best of which came on Labor Day with 1735 words, 78 errors and 1657 net.

Another noteworthy individual achievement was that of Jaye E. Marney, of Houston, Tex., only man on the American team, who on the final Friday wrote 1413 words in one quarter-hour with only 2 errors in his

Canadian National Typing Team

	Gross Words
Ubald Lamontagne, Quebec, Quebec	165,043
Patricial J. White, Vancouver, British Columbia	158,780
Elsie Beston, Toronto, Ontario	152,250
W. Roy Harrison, Winnipeg, Manitoba	148,478
Goldie Hiller, Edmonton, Alberta	149,385
Gertrud A. Molinnis, Regina, Saskatchewan	146,899
Marie Brehm, Regina, Saskatchewan	145,214
Howard Nicholls, Toronto, Ontario	134,951
Bess Polansky, Montreal, Quebec	129,989
Mollie A. Tuckman, Ottawa, Ontario	127,310
Caroline R. Crump, Halifax, Nova Scotia	127,580
Gwyn Powell, Saskatoon, Saskatchewan	120,902
Total	1,706,781

United States National Typing Team

	Gross Words
Mrs. Helen Wiedwald, Cleveland, Ohio	160,381
Jaye E. Marney, Houston, Texas	149,080
Margaret Schwiezer, Minneapolis, Minnesota	140,121
Mrs. Gertrude Lilly,, Evansville, Indiana	137,945
Elizabeth Joyer, Denver, Colorado	138,388
Celeste S. Raterman, Knoxville, Tennessee	135,354
Mrs. Minnie T. Williamson, Birmingham, Alabama	135,313
Mollye Rosenthal, Memphis, Tennessee	127,687
Helen Icke, West Los Angeles, California	132,791
Rose Boyar, Chicago, Illinois	120,870
Mary A. Reed, Columbus, Ohio	115,726
Gertrude M. Stark, Buffalo, New York	104,477
Total	1,598,133

fifteen minutes at the Yankee machine stepped up that amazing accuracy to 1446 words with only 2 errors.

Between them, the two teams, chosen by elimination contests from representative typists in all parts of either country, used 1,309 sheets of paper and wore out a dozen and a half ribbons. As refreshment during both day and night hours, they consumed 1,350 cups of tea with which went 3,410 lumps of sugar, 20 quarts of milk, 3 dozen lemons and 8 pounds of biscuits.

Underwood—the Machine of Champions Withstands Grueling Test

It would be hard to conceive a more severe test of the ease and durability of a typewriter than the strain of this 14-day period of incessant operation—high speed key-tapping by representative national champions, for 24 hours daily, an aggregate of 336 hours for the 14-day period of the Marathon. It would be equally difficult to devise a more exacting and more strenuous method of appraising the speed and accuracy of not only the contestants but as well the typewriters utilized.

Once again in the International Typewriting Marathon, Underwood Typewriters were used by the champions and demonstrated beyond the slightest question of a doubt their claim to recognition as the outstanding typewriter of the truly fast-moving era—the typewriter that is built for speed and endurance, with a design and mechanism so beautifully balanced as to respond wth trigger-like speed and precision to the touch of the fastest typists—the champions—for 1,706,781 words of typing without replacements or mechanical adjustments!

Friendly rivals were W. Roy Harrison, *of Winnipeg, Manitoba, captain of the Canadian National Typing Team, and* Helen Wiedwald, *of Cleveland, Ohio, captain and best performer on the United States National Typing Team.*

• • •

W. F. Arnold Addresses Sales Managers' Club

At the Advertising Club, on Friday, September 13, General Sales Manager W. F. Arnold, delivered a talk to the members of the New York Sales Managers' Club.

Mr. Arnold, who is Vice President of the New York Sales Managers' Club, gave an interesting talk on Selling the Youth of America—The Customers of Tomorrow.

During the course of his speech, Mr. Arnold called upon Mr. R. E. Stewart, School Sales Manager, to give his views on the value of the demonstrations by our Speed Typists to the Youth of America, Mr. Stewart enrolled the aid of Miss Grace Phelan, World's Champion Typist, and Miss Remo Poulsen, Former World's Amateur Champion Typist, to illustrate and dramatize how a typical demonstration is conducted.

In order to further impress the Underwood name on the minds of the prominent sales executives, World's Fair Souvenir Portable Replica banks were furnished each member.

• • •

Sundstrand Sums Up Fair Attendance

Minute by minute visitors to the World's Fair of 1940 in New York, can observe the attendance figures at each gate by standing before a modest exhibit in the Communications Building.

Mr. F. B. Troutman of Elmhurst, Illinois, designed and operates the official World's Fair attendance recorder. This system records the number of people entering and leaving the Fair through each of the entrances and all exits.

At the start, the Fair selected Underwood Sundstrand as the ideal machine for the final computation of this exacting and rapid work. A number of other Adding Machines were tested, but could not come up to the standards required for this exacting job.

Thousands of QUALIFIED PROSPECTS CONTACTED PERSONALLY AND BY DIRECT MAIL

THE first major step in the 1940 Direct-Mail Advertising — a 4-piece Pre-Selling Campaign, directed ONLY to prospects qualified by the salesmen as pre-determined Sundstrand Class A prospects.

Planned as both advertising and sales promotional material for the salesmen's use in the field, this attractive campaign of four mailings is designed, primarily, to provide intensive support for the salesman for forty days after the salesman qualifies a Sundstrand prospect—four mailings at ten-day intervals.

Co-ordinating with the mailing dates, in each instance, the salesman makes frequent personal contact with each qualified prospect—a balanced program in which the salient features of Sundstrand are flashed—four times —in support of the salesman's personal claims and efforts.

The colorful appeal of the mailing pieces, their distinctive design, large illustrations and graphically presented selling points, make this one of the finest campaigns ever devised by our company to support the men in the field.

Perhaps one of the best tests of the value of this Sundstrand Campaign is the reaction of the Accounting Machine Salesmen. Samples of the mailing pieces were sent to all branch offices. Almost immedately headquarters was deluged by the most favorable comment by Divisional Managers, Branch Managers and Salesmen, from all quarters.

The names of thousands of qualified Sundstrand prospects have been prepared and sent to headquarters for these mailings, by the salesmen—and many sales are already traceable to the campaign. Beyond this, scores of

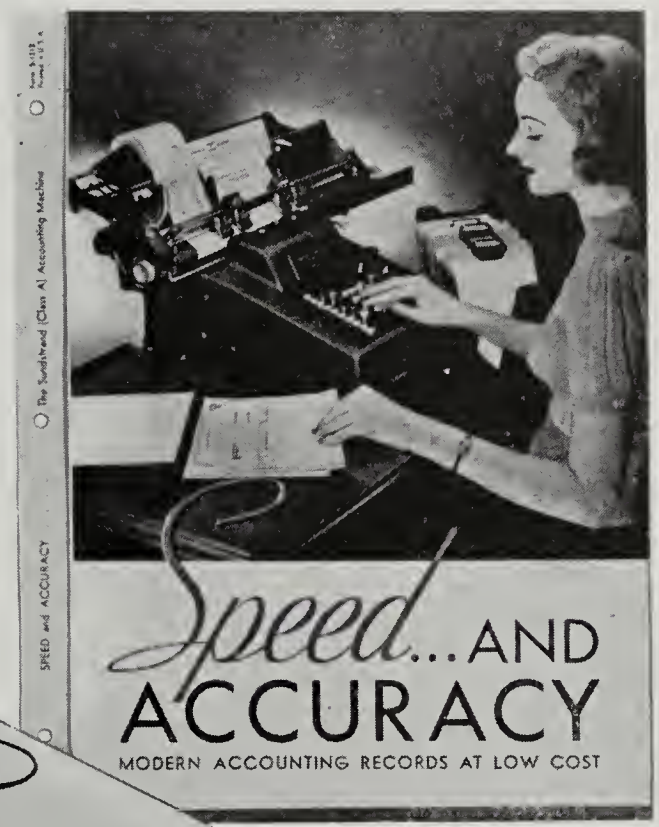
very prominent corporations have indicated their interest in Sundstrand by filling-in and mailing the business reply cards enclosed with each mailing piece. These reply cards are listed and immediately forwarded to the salesmen who qualified the prospect in each instance.

Every wide awake accounting machine salesman is taking advantage of this splendid sales development cooperation. Some have sent in as many as a half-dozen lists totaling up to ninety qualified prospects, as rapidly as they could be qualified as logical Sundstrand prospects.

The reproductions of the four Sundstrand pieces hardly do justice to them. Printed in a minimum of three colors, each mailing piece is distinctive insofar as each piece is printed in a different color scheme; also each piece strikes the interest of the prospect from a different angle of sales appeal, based on a logical sequence of approach—"Speed", "Simplicity", "Flexibility" and "Economy" as applied to Sundstrand accounting production—a carefully planned campaign . . . and one that will result in increased sales.

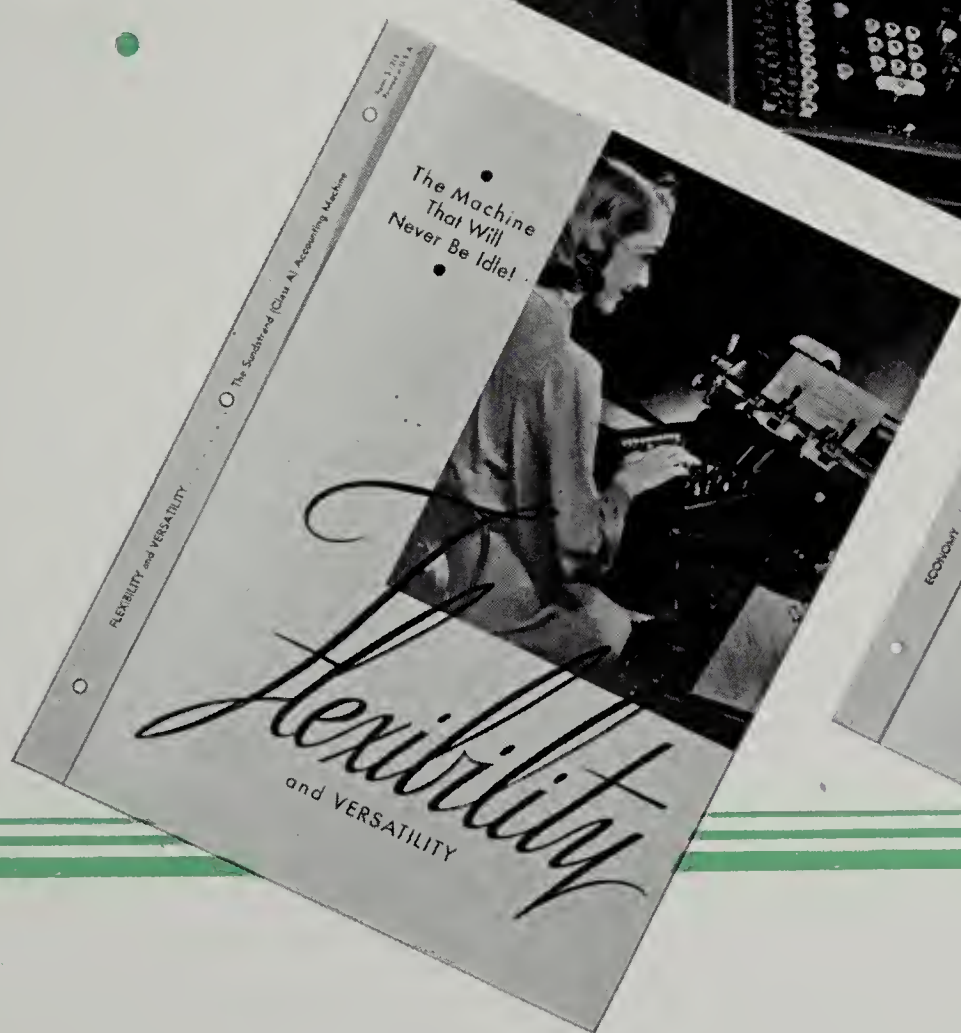
These attractive and convincing mailing pieces clear the way for the accounting machine salesmen to qualified Sundstrand Prospects . . . distinctive, different, well-timed mailings.

On the day a qualified Sundstrand prospect's name is received from the salesman it is posted, four envelopes are addressed, and each addressed envelope is filed for mailing at 10-day intervals. During the mailing period the salesman calls personally on his qualified prospect. Thus both personal and direct-mail contact is provided—a coordinated program.



How many prospects have you qualified to receive this mailing campaign? . . . and how many calls have you made upon them?

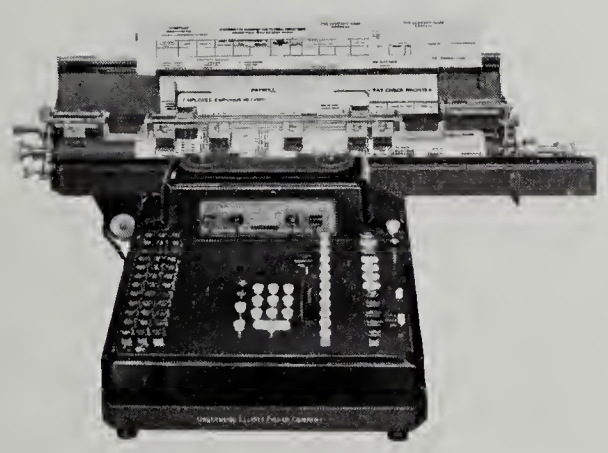
During the period of mailing (which can begin at any time) the salesman organizes his field work to suit his local requirements, knowing there is a set of mailings going to each of his qualified prospects . . . and when!



THE TIME: *September 3rd to 6th.* THE PLACE: *The Pennsylvania Hotel and UEF Headquarters at One Park Avenue in New York City.* THE OCCASION: *The meeting of UEF Executives and Department Heads, General Sales and Divisional Managers to discuss with District Managers general business conditions and to make plans to close* 1940 *as another successful year. Plans and opportunities for sales, promotion, merchandising and advertising of Typewriters, Accounting Machines, Adding Machines, Carbon Paper, Ribbons and other supplies were presented and discussed. While the meeting was in session, the new Electrified and Streamlined Elliott Fisher Accounting Machine was unveiled and plans for its immediate prospects discussed. The concensus of opinion at the meeting's close was:* 1940 *will be another Underwood Year . . . clearing the way for a flying start in* 1941, *and the biggest opportunities ever!*

Saturday, September 14*th, was Neidich Process day at the World's Fair of* 1940 *in New York.* MR. EDWARD W. CURTIS, JR., *General Manager, sponsored a visit of all his factory and office employees to the Fair. The group of more than* 300 *employees and their families assembled in the Underwood Elliott Fisher Exhibit and witnessed the operation of the* 14*-Ton Giant Underwood Master Typewriter and a speed typewriting show by* CHESTER SOUCEK. *Each Neidich employee received from* MR. CURTIS *a Gold miniature Portable Typewriter Replica Bank and a Magic Key for the Golden Key Contest. After their visit to our Exhibit they continued on for a tour of the Fair grounds, returning late that evening to Burlington, N. J., refired with thoughts of the important part they play in Speeding the World's Business.*

A BROADSIDE WITH Sales Appeal



PORTRAYING THE ADVANTAGES OF THE **Sundstrand** CLASS "D" PAYROLL ACCOUNTING MACHINE

Colorful . . . strikingly effective . . . this broadside folder shows the modern way of preparing Payroll Records, meeting every requirement under the Social Security laws. With a clearly reproduced payroll application, showing how modern industry is handling and computing individual as well as collective credits and deductions for Social Security taxes—a method providing a continuous, accumulative record of payments to each employee with the filling in of pay checks in automatically and accurately computed net amounts—complete, up-to-date records of payments and deductions, for any period, are instantly available.

Reflecting many time, labor and money-saving features, this broadside folder is a convincing piece of sales material, wherever the accounting machine salesman meets with or initiates discussion on Payroll problems.

A supply of these broadsides has been sent to every branch . . . timely, convincing sales aids for the salesman . . . impressive, distinctly helpful to the prospect in showing the way to faster, more accurate and lower cost handling of payrolls.

NOTE THE UNDERWOODS

Wherever You Go!

MORE THAN 5,000,000 UNDERWOODS HAVE BEEN PRODUCED AND SOLD

Flight Captain Pope of TWA stands by while Radio Operator Brady types essential flying data on the Underwood that is always at his elbow. Note the accessibility of all Underwood controls. The visible Margin Stops are self locking. They can be set with a mere flick of the finger.

Copyright 1940, Underwood Elliott Fisher Company

ALOFT or on the ground . . . note the Underwoods wherever you go. They're everywhere.

Underwood has produced more than 5,000,000 standard office-size typewriters because executives and secretaries have *demanded* the features that Underwood offers . . . finer writing qualities, sturdier construction and easier operation.

We invite you to try the new Underwood Master. Just telephone our nearest Branch.

TWA Stewardess Sally McBee demonstrates TWA service to a passenger doing his typing aloft on an Underwood Portable.

Typewriter Division
UNDERWOOD ELLIOTT FISHER COMPANY . . .
Typewriters, Accounting Machines, Adding Machines, Carbon Paper, Ribbons and other Supplies . . . One Park Avenue, New York, N. Y. *Sales and Service Everywhere.*
Underwood Elliott Fisher *Speeds the World's Business.*

Have you received your copy of "Patty Perfect," the instructive little book that lists the qualifications of a good secretary? Just write for your free copy today.

UNDERWOOD – *Typewriter Leader of the World!*